



- Play - LBP2_Movie_1

LITTLEBIGPLANET

Over a million levels
for people to play!



MISSION STATEMENT

Our community will
create a million
GAMES for people to
play!

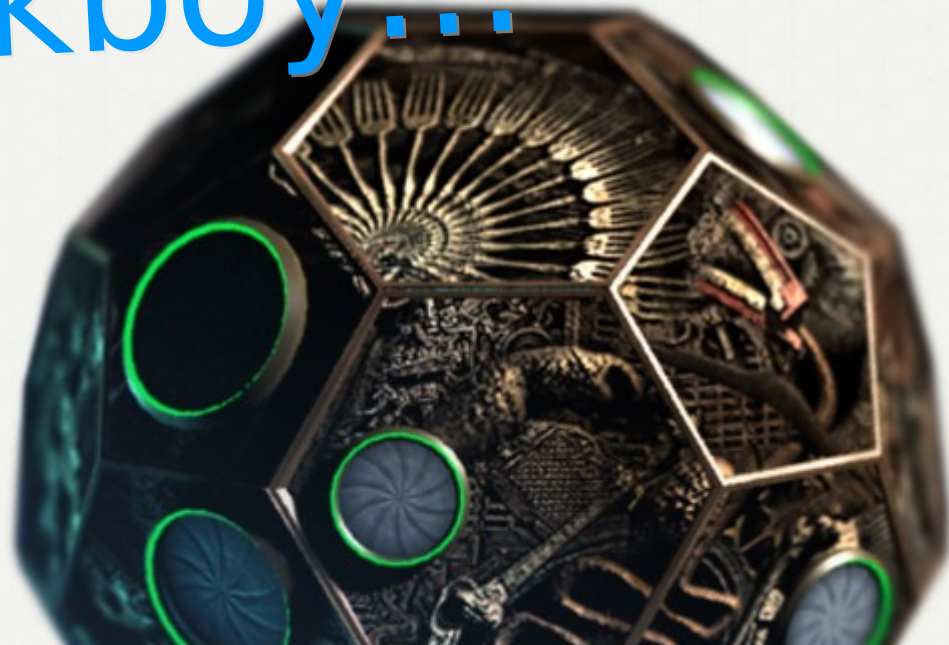
DIRECT CONTROL

Control Seat
No Sackboy
User generated
Controls
New peripherals



- Play – LBP_2 Movie

PLAY
All new
adventure for
Sackboy...



- Play LBP2 Movie 3

FEATURE SET

Direct Control

Sackbots

New abilities:

- **Grapple hook**
- **Powerboots**
- **Customisable Gun**

Machinima



- Play LBP2 Movie 4

SHARING

Activity Streams

Playlists

Mobile Apps

QR Codes

Unified Website



- Play LBP2 Movie 5

BUSINESS CASE

STRATEGIC OBJECTIVES

Defend and expand existing franchises

Deliver exclusive new IP yearly

Create exclusive showcase launch titles for new platforms

Become the leader in UGC - defend Play, Create, Share

Migrate to network & service centred products

Greenlight Objectives

- **Concept Feedback**
- **Feedback on setting, positioning and feature set**



PRODUCTION PLAN

Key Dates

- Alpha – June '10
- Beta – Aug '10
- Master – Oct '10
- PSN Demo – Nov '10



PLAY

2



CREATE

SHARE

2010

Thanks!

Any Questions?

